

# **Crosstown Center Project Creates 740 Jobs, Pays for Employment Training of EZ Residents**

## **Boston, Massachusetts, EZ**

Since 1998 Crosstown Associates LLC and the Boston EZ Community Advisory Board have been planning the development of the Crosstown Center, a mixed-use project that will house a 12-screen cineplex with stadium seating, a limited-service hotel, a 300-car parking garage, 70,000 square feet of retail and office space, and a food court. The project, located on the site of the former Digital Equipment Corporation in the Boston EZ, will cover 800,000 square feet on 6.7 acres of land. The total development cost is \$90 million; EZ tax-exempt bond financing will account for \$48 million of the construction money.

The center is projected to create 350 construction jobs and 740 permanent jobs for EZ residents. Employment opportunities will be available in the hotel, theater, retail, garage, and office buildings and will cover a variety of job categories ranging from entry-level to managerial, both full- and part-time. “What is unique about this project is that the EZ has been able to work with the developer to get them to allocate \$1.5 million for employment training money. Without the training funds, EZ residents would not have as great an opportunity to connect to this economic opportunity,” says Reginald Nunnally, Executive Director for the Boston EZ. The funds will be paid to a consortium of five community-based job training and social service providers and two of their neighborhood affiliates to promote employment, retention, and career development for local EZ residents.

Service providers include Morgan Memorial Goodwill Industries, Action for Boston Community Development, Inc., South End Neighborhood Action Program, Asian American Civic Association, Crittenton Hastings House, La Alianza Hispana, and Julie’s Learning Center. These partners will provide outreach and publicity, individual assessment and referral of job candidates, education and training services, and ongoing case management follow-up.

The training program, called Transitions to Employment, will provide entry-level job-readiness training to prepare unskilled individuals for employment opportunities at the Crosstown Center. The program will also offer targeted, job-specific training, including a hospitality training program linked with the Crosstown Center Hotel. Other services that will be available include adult basic education, occupational skills training, case management, family support, childcare, and job placement. Training will begin in fall 2000 and will be ongoing.

“Because this has been so successful, we look forward to replicating this type of training program and its funding on other EZ projects. We think that it could be used as a model for other communities as well,” says Nunnally.

For more information contact Reginald Nunnally, Executive Director, Boston EZ, at 617-445-3413.

# **School-to-Career Program Links Students to Promising Careers**

## **Boston, Massachusetts, EZ (formerly EEC)**

“The Empowerment Zone’s role as a partner in the School-to-Career program is to identify EZ businesses that will act as mentors to student participants,” says Reginald Nunnally, Executive Director of the Boston Empowerment Center. The EEC became a Round II EZ in January 1999. The School-to-Career (STC) program is a national initiative designed to improve teaching and learning and to facilitate students’ recognition of the connection between what they learn in school and the skills they need to be productive in the world outside of school.

A citywide school-to-work initiative is in force in Boston. Boston also has an STC program that focuses on EZ youth and the three high schools in the Zone. The EZ, the Boston Public School System, the Private Industry Council (PIC), Jobs for the Future (a nonprofit organization), and Jobs and Community Service (a city agency) have created a local partnership to operate the program. Student participants who live and/or attend high school in the EZ work with PIC employees who are located at the schools to take part in job training that covers job-readiness skills such as resume writing and interviewing. Job counseling is also offered. Jobs for the Future participates in the counseling by informing students of growing industries with career opportunities.

As part of the STC program, the Boston Public Schools offer courses that enhance job placement, and the EZ identifies businesses willing to act as mentors for the students. PIC then cultivates the relationship between the business and students by acting as a link between the two. Eventually PIC works to place students in jobs at the businesses. The identification of business participants is ongoing. The EZ is adding to the 60 businesses already identified.

A 4-year, \$2.5-million U.S. Department of Labor grant funds the program in the EZ. Across the city, 2,025 students participate in the school-to-work program. In the EZ the program has served 330 students, and Zone staff hope to double the number of participants in the future.

For more information contact Reginald Nunnally, Executive Director of the Boston Empowerment Center, at 617-445-3413.

## **Boston TV Show Informs Residents**

### **Boston, Massachusetts, EZ (formerly EEC)**

“This program is a way for us to advertise things that are going on with the EEC program. It uses a different approach to inform the residents,” says Reginald Nunnally, the Executive Director of the Boston EEC. In partnership with the Boston Neighborhood Network News (BNN), the EEC that became an EZ in January 1999 has created a half-hour cable program, “Boston EZ Update,” to keep EZ residents informed of what is going on in their neighborhood. The program is aired live at 4 p.m. every Tuesday and is rebroadcast four to five times during the week. Topics covered on the show include governance, real estate development, business development, health-related issues, daycare, job opportunities, and other human services topics. Each week the program welcomes a guest from the community or from city government. Viewers have the opportunity to call the program and ask questions pertaining to the EEC/EZ initiative of Nunnally, who hosts the program, or of the guest.

“Residents actively call the show,” says Nunnally. Eight shows have been aired and many residents have called to speak with guests such as the Director of the Redevelopment Authority or the EEC Chairperson.

Program participants have informed the community about the \$10.5-million revitalization taking place in Dudley Square as well as the redevelopment in the Grove Hall neighborhood. The program costs the EEC \$14 per show.

The show has already been expanded from 14 weeks to 48 weeks and the BNN General Manager, himself an EZ resident, is exploring changing the format of the program into a dialogue show where residents, city representatives, and community leaders could come together to discuss the revitalization of the EZ. The EZ is also working to partner with the banking and insurance industries to sponsor an expanded program in the future.

For more information contact Reginald Nunnally, Executive Director, Boston Empowerment Zone, at 617-445-3413.

# **BankBoston's Small Business Program Trains New Business Owners and Provides Computers**

**Boston, Massachusetts, EZ**

BankBoston's First Community Bank, in conjunction with the city of Boston's Empowerment Training Center and the Minority Business Assistance Center at the University of Massachusetts-Boston, recently announced the sponsorship of "Managing the Growth of Your Business," a 20-week educational program for small-business owners. Participants can expect to walk away from the program with a newly drafted business plan, as well as access to an ongoing reference center to be used as their businesses continue to grow. In addition, BankBoston will provide each graduate with a personal computer, preloaded with the most widely used accounting software for small businesses. In addition to the computers, First Community Bank/Bank of Boston will provide the initial funding for the program, input on the curriculum, and banking and business development professionals for appropriate presentations. The University of Massachusetts-Boston Minority Business Assistance Center will develop the curriculum and provide a number of the instructors for the program, and the Empowerment Training Center will provide facilities and recruitment assistance.

For more information, contact Teresa Perlstein of BankBoston, at 617-788-7817, or Bernard Brown of First Community Bank, at 617-434-7336.